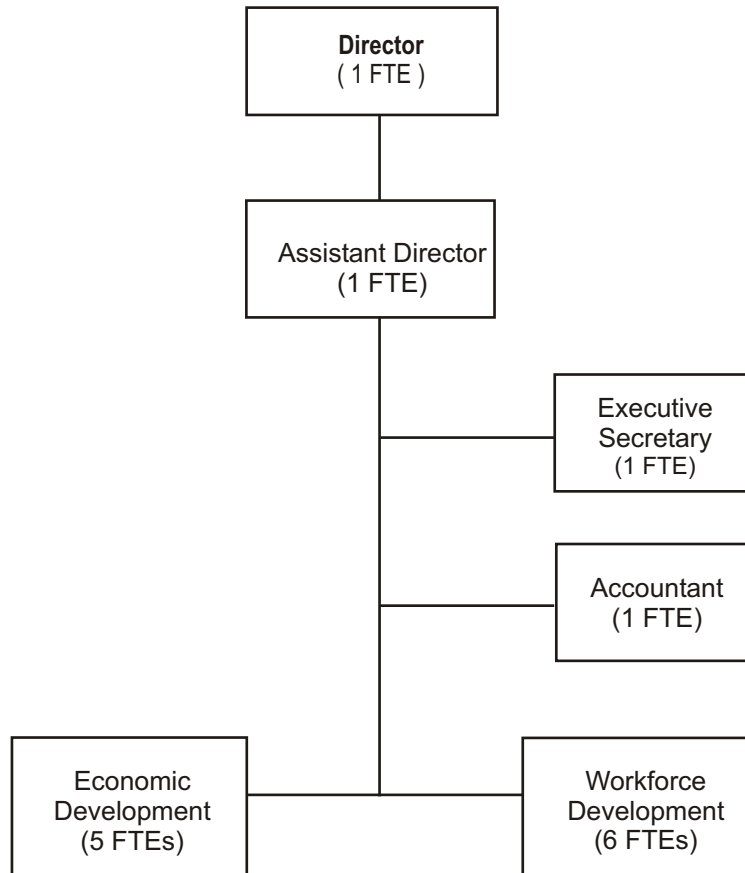




Office of Economic & Employment Development

(15 FTEs)



OFFICE OF ECONOMIC AND EMPLOYMENT DEVELOPMENT

Mission:

To develop and administer programs that generate quality jobs for Durham residents, train and place residents in jobs leading to self-sufficiency, support commercial revitalization and contribute to the non-residential tax base with an emphasis on central Durham.

PROGRAM DESCRIPTION

Downtown Redevelopment

\$2,802,898

15 FTEs

This core service provides resources to the commercial redevelopment of downtown in conjunction with Downtown Durham Inc. (DDI). Services include technical assistance, redevelopment, project coordination, and business assistance. These services are provided to implement the Council goal to retain and create high quality jobs, reduce poverty and enhance the tax base downtown. These services are provided to businesses, property owners, developers and individuals. The Economic Development Team, in conjunction with the services provided by DDI, will implement the responsibilities of this core service, with an emphasis on major project completion.

Business and Workforce Development Services

This core service provides resources to business development throughout the City of Durham. Working in conjunction with the Durham Chamber of Commerce, services include technical assistance, referral information, workforce development, project assistance, incentive management, regulatory information and coordination, and property assistance. These services are provided to implement the Council goal to retain and create high-quality jobs, reduce poverty and enhance the tax base of the City. Services are provided to businesses, property owners, developers and individuals. There is an emphasis placed on small businesses and SDBE development. The Economic Development Team and the Workforce Development Team, in coordination with the Durham Chamber of Commerce and other small business assistance organizations, implement the responsibilities of this core service.

Neighborhood Redevelopment

This core service provides resources to the commercial redevelopment of Durham's neighborhoods. Services include technical assistance, redevelopment, project coordination, small business assistance (including SDBE firms), and workforce development, planning activities, incentive management and regulatory information. These services are provided to implement the Council goal to retain and create high-quality jobs, reduce poverty and enhance the tax base of the City. Services are provided to businesses, property owners, and individuals seeking employment, community-based organizations and developers. The Economic Development Team and the Workforce Development Team implement the responsibilities of this core service, in cooperation with community-based and development-based organizations.

University – Led Development

This core service provides resources and works with the higher education institutions in Durham to maximize economic development opportunities for residents of Durham. This service involves interacting with the development and business assistance services available at Durham's universities. Services are provided to implement the Council goal to retain and create high-quality jobs, reduce poverty and enhance the tax base. They include assisting these institutions with their master plan development, targeting business development opportunities and accessing small business assistance programs. The Economic Development Team and the Workforce Development Team implement the responsibilities of this core service, in conjunction with the universities.

RESOURCE ALLOCATION

	Actual FY 2002-03	Adopted FY 2003-04	Estimated FY 2003-04	Adopted FY 2004-05	Change
<i>Non-Grant</i>					
Appropriations					
Personal Services	\$ 305,062	\$ 416,294	\$ 434,475	\$345,899	-16.9%
Operating	286,434	409,191	351,094	517,401	26.4%
Capital	3,073	-	-	-	-
Other	-	-	-	5,000	-
Non Departmental Transfer	196,045	196,045	196,045	196,045	0.0%
Total Appropriations	\$ 790,614	\$ 1,021,530	\$ 981,614	\$ 1,064,345	4.2%
Full Time Equivalents	7	7	8	7	0
Part Time	-	-	-	-	-
Revenues					
Discretionary	\$ 772,681	\$ 1,004,128	\$ 959,314	\$ 1,046,943	4.3%
Program	17,933	17,402	22,300	17,402	0.0%
Total Revenues	\$ 790,614	\$ 1,021,530	\$ 981,614	\$ 1,064,345	4.2%
<i>Grants</i>					
Appropriations					
Personal Services	\$ 296,960	\$ 245,877	\$ 245,877	\$ 404,191	64.4%
Operating	1,338,790	1,537,811	1,537,811	1,334,362	-13.2%
Capital	-	-	-	-	-
Total Appropriations	\$ 1,635,750	\$ 1,783,688	\$ 1,783,688	\$ 1,738,553	-2.5%
Full Time Equivalents	4	4	4	8	4
Part Time	-	-	-	-	-
Revenues					
CDBG	\$ 245,000	\$ 245,000	\$ 245,000	\$ 85,000	-65.3%
Employment Training Grants	1,390,750	1,538,688	1,538,688	1,653,553	7.5%
Total Revenues	\$ 1,635,750	\$ 1,783,688	\$ 1,783,688	\$ 1,738,553	-2.5%
Total Budget	\$ 2,426,364	\$ 2,805,218	\$ 2,765,302	\$ 2,802,898	-0.1%

BUDGET ISSUES FOR FY 2004-05

- Provide funding to continue creating new jobs in downtown Durham.
- Provide funding to expand the Summer Youth Program for at-risk youth.
- Reflects additional support for implementation of the special events strategic plan for downtown.
- Contains resources for a new incentive program for small businesses and cultural businesses in targeted areas.
- Increases operation support to Sister Cities of Durham, Inc.
- Creates a fund for neighborhood economic development assessments and business development services.
- Invests in the Parrish Street National Heritage Designation plan.

UNFUNDED OR UNDERFUNDED ITEMS

- Economic Incentives \$375,000

COMPLETED INITIATIVES FOR FY 2003-04

- Managed several major downtown revitalization projects including the Events Center, Renaissance Center, streetscape improvements, Parrish Street, Durham Station and Liggett.
- Completed the special events strategic plan and began implementation.
- Served 844 WIA clients, placed 800 in training and placed 185 in employment. Served 244 youth in year-round program.
- Approved six incumbent worker grants and a customized training program for Catalyst Solutions.
- Created a small business development agenda to include loan and façade programs, minority business outreach plan, Small Business Advisory Committee and small business assistance.
- Assisted 31 small businesses and 11 medium to large businesses to retain, expand or relocate to Durham.
- Presented the State of the Economy Breakfast.
- Assisted in defining an economic development strategy for Northeast Central Durham and Fayetteville Street.
- Submitted a federal Brownfield grant to assess properties in Northeast Central Durham and completed an RFP for an economic assessment of PAC1/Fayetteville Street.
- Targeted Northeast Central Durham for Loan and Façade programs.
- Created the Joblink Hispanic Initiative and opened two non-comprehensive Joblink sites in neighborhoods at W. D. Hill and E. D. Mickle neighborhood centers.
- Worked with Duke University, North Carolina Central University and Durham Tech on several university-led initiatives.

DEPARTMENT INITIATIVES FOR FY 2004-05

- Implement major downtown projects.
- Implement and strengthen a small business agenda.
- Focus on Northeast Central Durham.
- Build relationships with the colleges and universities.
- Improve the workforce development system.
- Serve the needs of the business community.

GOALS, OBJECTIVES & STRATEGIES FOR FY 2004-05

GOAL: *Durham enjoys a prosperous economy.*

OBJECTIVE: Redevelopment

To promote long-term economic growth through ongoing downtown and neighborhood redevelopment efforts.

STRATEGIES: DOWNTOWN

- Implement five major projects: Events Center, Liggett, Parrish Street, Durham Station, & Renaissance Center.
- Expand Special Events.
- Continue the Downtown Loan Program

STRATEGIES: NEIGHBORHOOD REVITALIZATION

- Continue the façade program.
- Implement and enhance the loan program.
- Expand Joblink Center/connecting communities.
- Assist in developing eight major project areas:

Angier & Driver Main & Alston TTA Transit Station Old Five Points	East Durham Retail Fayetteville Street Ninth Street West Chapel Hill Street
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MEASURE: (Per capita growth)	Actual FY 2003	Adopted FY 2004	Estimated FY 2004	Adopted FY 2005
Assist in increasing per capita income of Durham residents*	\$31,261	N/A	\$30,494	\$30,494

MEASURE: (Tax Base growth)	Actual FY 2003	Adopted FY 2004	Estimated FY 2004	Adopted FY 2005
Assist in increasing the tax base above current levels in the following geographic categories*				
Northeast Central Durham	N/A	N/A	\$206 M	\$206 M
Downtown	N/A	N/A	\$421 M	\$421 M
State Economic Dev. Zone (excluding downtown)	N/A	N/A	\$3.1 B	\$3.1 B
Citywide	N/A	N/A	\$4.6 B	\$4.6 B

OBJECTIVE: Business Growth

To increase employment opportunities and maximize immediate economic growth by supporting the formation, retention, expansion, and relocation of businesses, and by partnering with the three local universities, Duke NCCU and Durham Technical Community College.

STRATEGIES: BUSINESS AND WORKFORCE

- Assist new companies in the start-up stage.
- Assist small and medium to large businesses to retain, expand or relocate jobs to Durham.
- Implement minority outreach strategy.
- Implement Back Streets Company program.
- Implement the creative business incentive program.
- Expand the workforce development initiative, putting Durham residents to work.

Strategic Plan	Connecting to emerging jobs
Joblink	Youth

STRATEGIES: UNIVERSITY-LED DEVELOPMENT

- Capture spin-off opportunities from Duke and NCCU research, especially in biotechnology.
- Collaborate on workforce development issues.
- Collaborate on small business assistance.
- Collaborate on redevelopment priorities.

MEASURE: (New Job Growth)	Actual FY 2003	Adopted FY 2004	Estimated FY 2004	Adopted FY 2005
Assist in creation of new jobs for Durham residents	N/A	N/A	N/A	700

MEASURE: (Joblink Visibility)	Actual FY 2003	Adopted FY 2004	Estimated FY 2004	Adopted FY 2005
Job orders placed through Joblink	N/A	N/A	N/A	3,285
Job orders filled through Joblink	N/A	N/A	N/A	1,314
Percent of jobs filled by Durham residents	N/A	N/A	N/A	40%